

ORDER



Orders
Order / Rev: 693297 - 3
Alt Order #: 06196953
Product Desc: SENATE RACE
Estimate: 472
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/18/12 / 10/18/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Nelson, B/ DSCC/ D/Sen/FL
Demographic: A25-54
Product Codes: IS-Candidate/US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	16	\$4,205.00	\$3,574.25
10/29/12	10/29/12	3	\$555.00	\$471.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$4,205.00	\$3,574.25	0.00
November 2012	3	\$555.00	\$471.75	0.00
Totals	19	\$4,760.00	\$4,046.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	7%	\$4,760.00
Market	100%	\$68,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	9%	\$6,120.00
WCWJ	1%	\$680.00
WJXT	28%	\$19,040.00
WTEV	25%	\$17,000.00
WTLV	30%	\$20,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/25/12	10/25/12	The View M-F 11a-12p View	CM	M-F 11a-12p	---T---	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---T---		1		\$225.00		0.00					
2	WJXX	10/24/12	10/26/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	--W-F--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--W-F--		2		\$110.00		0.00					
3	WJXX	10/23/12	10/29/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	MT--T---	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WJXX	10/23/12	10/29/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	MT-T---	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/23/12	10/29/12	MT-T---		3			\$130.00			0.00			
4	WJXX	10/28/12	10/28/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1			\$175.00			0.00			
5	WJXX	10/24/12	10/24/12	Wed Prime B Modern Family/ Don't Trust the f	CM	9-10p	--W----	:30	1	\$1,900.00	P-3	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1			\$1,900.00			0.00			
6	WJXX	10/23/12	10/29/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MT-T---	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/23/12	10/29/12	MT-T---		3			\$225.00			0.00			
7	WJXX	10/24/12	10/29/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M-WTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/12	10/30/12	M-WTF--		4			\$200.00			0.00			
8	WJXX	10/27/12	10/27/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a	-----S-	:30	1	\$85.00	P-3	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1			\$85.00			0.00			
9	WJXX	10/28/12	10/28/12	GMJ Sunday GMJ Sunday	CM	Sun 7a-730a	-----S	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1			\$55.00			0.00			
10	WJXX	10/28/12	10/28/12	GMA Weekend Sat-Sun 8a-9a	CM	Sat-Sun 8a-9a	-----S	:30	1	\$85.00	P-3	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1			\$85.00			0.00			
11	WJXX	10/28/12	10/28/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff	(-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1			\$150.00			0.00			
													Totals	19	\$4,760.00